Case study 4 month program: Medical device coatings OEM

PROFILE PARTNER COMPANY

- American family owned business, founded in 1981
- Headquarters in North Carolina
- Main market segments are medical, optics and automotive
- Existing clients/leads in Europe but looking for further expansion

Background

The company "Med-Tech Coatings" was founded in 1981 and is among the top players in the field of global surface modification and coatings solutions.
The company had a small long-standing customer base in Europe, with a high interest in their unique and patented solutions.

The interest from other European companies was growing. Inquiries and orders for specific coating solutions, equipment and formulations scaled up. At the same time, Med-Tech Coatings' new production facility offered an increased capacity and resources which had to be filled. The need for European support with market knowledge, network, languages and commercial focus in the same time zone became a MUST.

European sales expansion

The company's main strategic objective was to focus on Germany, with a secondary focus on France, Switzerland, United Kingdom and the Netherlands

During the research program, EuroDev provided the following benefits:

- Create better understanding of the focus markets
- The removal of language barriers and fluent communication with local time zones
- The identification and qualification of the market potential
- Flexibility in planning and execution

Game plan

- ✔ Establish new medical device OEM channel partners with a need for coating solutions
- ✔ Generate leads & organize a sales trip with qualified meetings
- ✔ Set up strategy and recommendations in order to increase the sales
- ✔ Organize tech presentations for R&D teams through video conference calls

Results

The 4 months introduction program:

- Built-up a database of 50 leads of German OEMs and 90 leads from other OEMS in secondary focus European countries
- 4 high potential leads for hydrophilic coating, equipment and a co-development project for a formulation from Germany
- 2 potential leads from Switzerland and Spain

- Existing customers are pleased to learn about Med-Tech Coatings' European presence and present up-sell opportunities
- The volume of some specialized products. e.g. IOL lenses, is relatively low which has an impact on the coating price per piece
- Some OEMs expressed concerns to ship their products to the US for coating and preferred to work with a local coating company.
- Pricing strategy compared to European competitors needs to be evaluated

NEXT STEPS

Challenges: Business development in Europe requires resources and time from the US team. As Med-Tech Coatings was in the process of moving their headquarters, these resources could not be made available.

Next steps:
As the results were very encouraging, we will wait until the move into the headquarters is finalized and the US operation is fully up and running to further explore the promising opportunities in Europe.

WHAT MAKES EURODEV SPECIAL?

- ✔ Multilingual staff, dedicated to the partner's success
- ✔ The willingness to go the extra mile
- ✔ A full European business development range
- ✔ Cost-effective solutions to grow the European presence
- ✔ Experience and network within the EU markets

WHY CHOOSE EURODEV?

EuroDev, established in 1996 with offices in The Netherlands and France, has a single, defined purpose to help mid-sized North American companies expand their business in Europe. We have created a proven, successful business development model and since our founding have partnered with over 300 companies to help them define and meet their European business goals.

Sales Outsourcing
Dedicated sales and marketing teams for manufacturers looking to expand in Europe

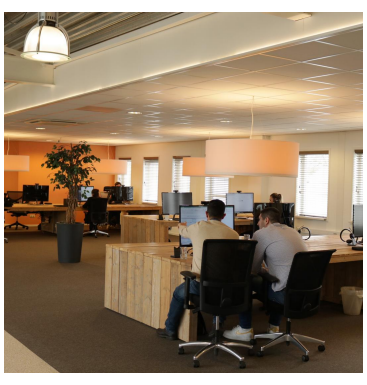
HR Outsourcing
Professional employer organization services, HR management and recruiting solutions across the EU

Digital Marketing
Result-driven marketing for North American companies, at the service of their European clients

Welcome
Visit our offices in the Netherlands or France

Address
Windmolen 22
7609 NN Almelo
The Netherlands

Contact us
www.eurodev.com
+31 546 66 00 00



Stephen Viljoen

s.viljoen@eurodev.com